

SURVEY REPORT:

Two Years After the Business Roundtable's Redefined Purpose of a Corporation: Do Americans Believe Companies Are Living Up to Their Promises?

Jill Mizell
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Introduction

In August 2019, the Business Roundtable (BRT) – comprising Chief Executive Officers (CEOs) from some of the largest U.S. companies – vowed to move away from shareholder primacy in favor of stakeholder capitalism by redefining the purpose of a corporation to promote “an economy that serves all Americans.” The statement was originally signed by 181 CEOs, and as of August 2021 has increased to 243 who have committed to lead their companies for the benefit of all stakeholders.

JUST Capital has been supportive of this new definition of corporate purpose since its inception, as it aligns closely with the values of the public and, if successful, can help to restore faith in business and markets as a force for good for all Americans.

From JUST Capital CEO, Martin Whittaker: “Corporate America is going through a sea change in terms of how the core purpose of business is defined. We applaud the Business Roundtable’s leadership on this issue and their embrace of the stakeholder ethos in which businesses are committed to greater shared prosperity for all Americans. We look forward to working with them and all corporations to bring this vision to life.” You can find more of our initial coverage of the announcement [here](#) and [here](#).

Two years after the Business Roundtable’s announcement, JUST Capital, in collaboration with The Harris Poll, has checked in with Americans on how well they think large U.S. companies have been upholding these principles.

Methodology

This survey was conducted online within the United States by The Harris Poll in partnership with JUST Capital between July 29 and August 2, 2021 among 2,099 U.S. adults ages 18 and older.

Survey respondents were recruited from online panels of people who agreed to participate in survey research. All panelists completed a “confirmed” or “double opt-in” process. Panelists were sent an email invitation to access the survey online with a URL link and custom password ensuring each respondent was only able to take the survey once.

Sampling and weighting targets were derived from the March 2020 U.S. Census Current Population Survey (CPS). Target variables included age by gender, race/ethnicity, education, region, and household income. While every effort is made to ensure a balanced sample through recruitment, the final data were weighted post-field to adjust for any sample imbalances and ensure representativeness.

In addition to weighting by the aforementioned known demographic variables, results are also weighted to key attitudinal and behavioral measures that Harris has determined are indicators of one’s propensity to be online or part of a panel. Harris’s proprietary two-pronged weighting process (i.e., demographic and propensity) takes into account two issues related to online research: 1) that not everyone is online, and 2) that not everyone who is online is part of a research panel.

Because the sample is based on those who were invited and agreed to participate in research panels, no estimates of theoretical sampling error can be calculated, and there is no margin of sampling error reported. This survey is not based on a probability sample, and is not representative.

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(September 2021) <https://justcapital.com/news/survey-report-two-years-after-the-business-roundtables-redefined-purpose-of-a-corporation-do-americans-believe-companies-are-living-up-to-their-promises/>

Key Findings

Respondents perceive America's largest companies to be doing well promoting an economy that serves all Americans (66% say companies are doing so somewhat or very well); a sharp increase (16-20 percentage points) from when we first asked this question in August 2019. Yet there is a gap between the proportion of those who say it's important for large companies to promote an economy that serves all Americans (89% who say it is somewhat or very important) and those who say companies are doing this well.

Yet when asked specifically about corporations' impact on individual stakeholders, the perception is that shareholders continue to win out over other stakeholder groups.

- Pluralities say that in the two years since the BRT's announcement, corporations have not changed the degree to which they prioritize their stakeholder groups — workers (37% about the same priority), customers (42%), communities (42%), the environment (38%), and shareholders (42%).
- While more respondents say that companies have a positive impact on the various stakeholder groups than have a negative or no effect, shareholders continue to get the lion's share of attention (68% positive impact) over other stakeholders such as workers (48%) or the environment (41%).
- Around one in four (22%-24%) say companies are having no impact on these stakeholder groups.

Americans continue to be optimistic about capitalism as an economic system, but there is near universal agreement that a *more evolved form* of capitalism is needed to:

- Ensure the greater good of society (41% say we need a more evolved form of capitalism to achieve this).
- Produce the kind of society respondents want for the next generation (42%).
- Work for the average American (40%).

There are clear differences in views when looking at demographic subgroups:

- Women are more skeptical than men on how well companies are doing to deliver on economic values; whether companies are having a positive impact on stakeholders, particularly workers and the environment; and whether our current form of capitalism achieves important goals for society.
- There is a clear educational divide between those with a college degree or higher and those with less education. Those with a college degree or higher are more likely to say companies are having a positive impact on stakeholders and our current form of capitalism is achieving society's goals.
- Republicans and Democrats align on key economic values but diverge on whether companies are having a positive or negative impact on stakeholders, particularly workers. Republicans are more likely to say our current form of capitalism achieves important goals for society.

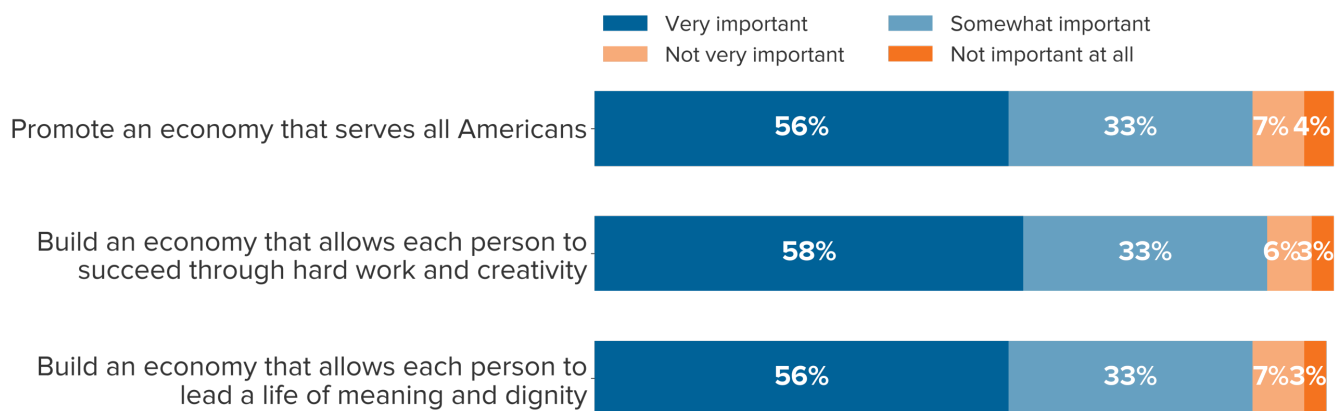
Below, we explore each of these key findings in more depth, including charts that visualize important takeaways.

The Importance of Key Economic Values

There is near universal agreement that companies should seek to promote the following economic values: Vast majorities of survey respondents believe it's very or somewhat important that large companies:

- Promote an economy that serves all Americans (89%).
- Build an economy that allows each person to succeed through hard work and creativity (91%).
- Build an economy that allows each person to lead a life of meaning and dignity (89%).

IN YOUR OPINION, HOW IMPORTANT IS IT FOR LARGE COMPANIES TO...



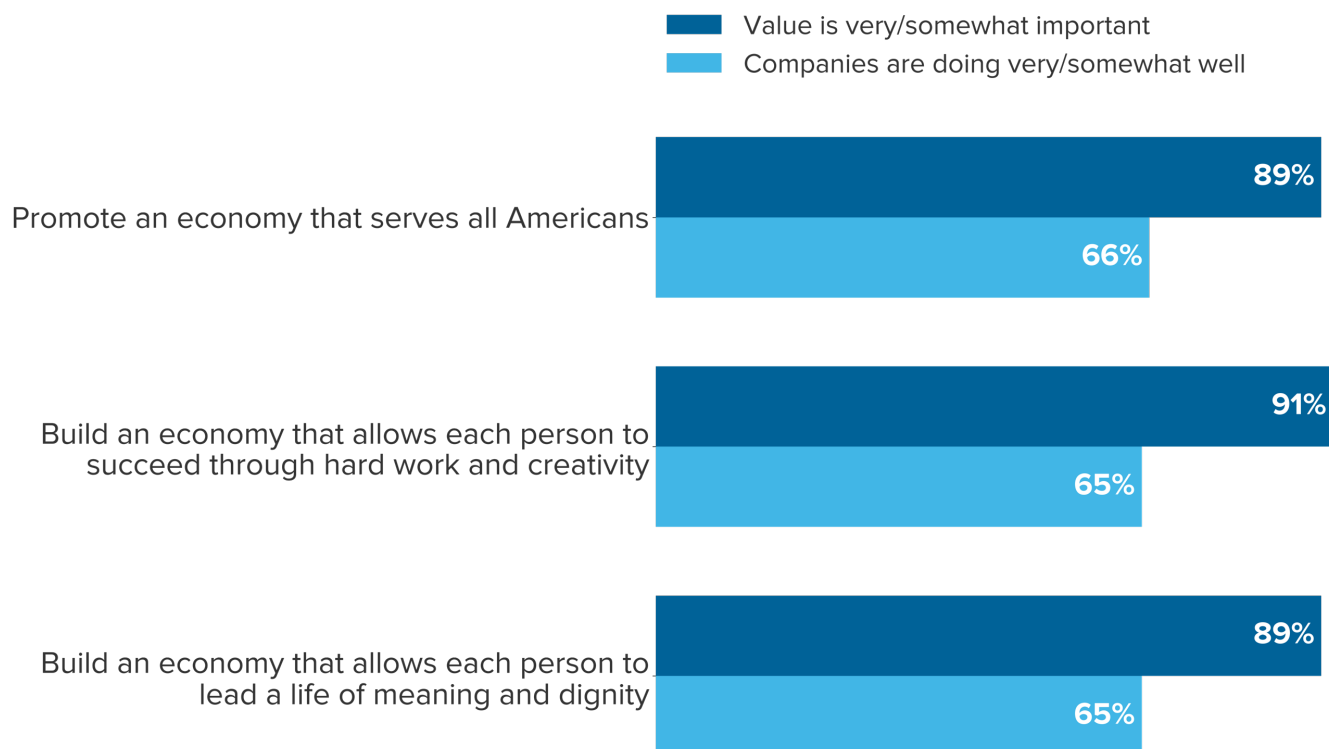
Source: JUST Capital/Harris Omnibus Poll Q1. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Corporate Performance on Key Economic Values

While in general, majorities also believe that companies are doing very or somewhat well in promoting these shared economic values, **there is a gap between the proportion of respondents who believe these issues are important and the proportion of respondents that say companies are doing well on these issues**. Around two in three survey respondents overall believe companies are doing well promoting an economy that serves all Americans (66% very/somewhat well vs. 89% who think it's very/somewhat important), building an economy that allows each person to succeed through hard work and creativity (65% very/somewhat well vs. 91% who think it's very/somewhat important), and building an economy that allows each person to lead a life of meaning and dignity (65% very/somewhat well vs. 89% who think it's very/somewhat important).

THE IMPORTANCE OF KEY ECONOMIC VALUES AND HOW WELL COMPANIES ARE DELIVERING ON THEM.



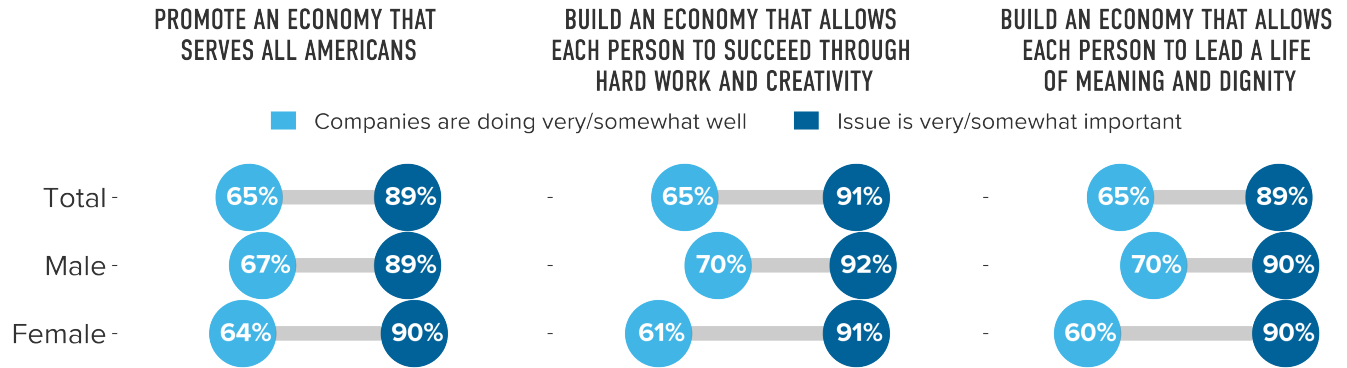
Source: JUST Capital/Harris Omnibus Poll Q1, Q2. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Demographic Subgroups

Gender and Age

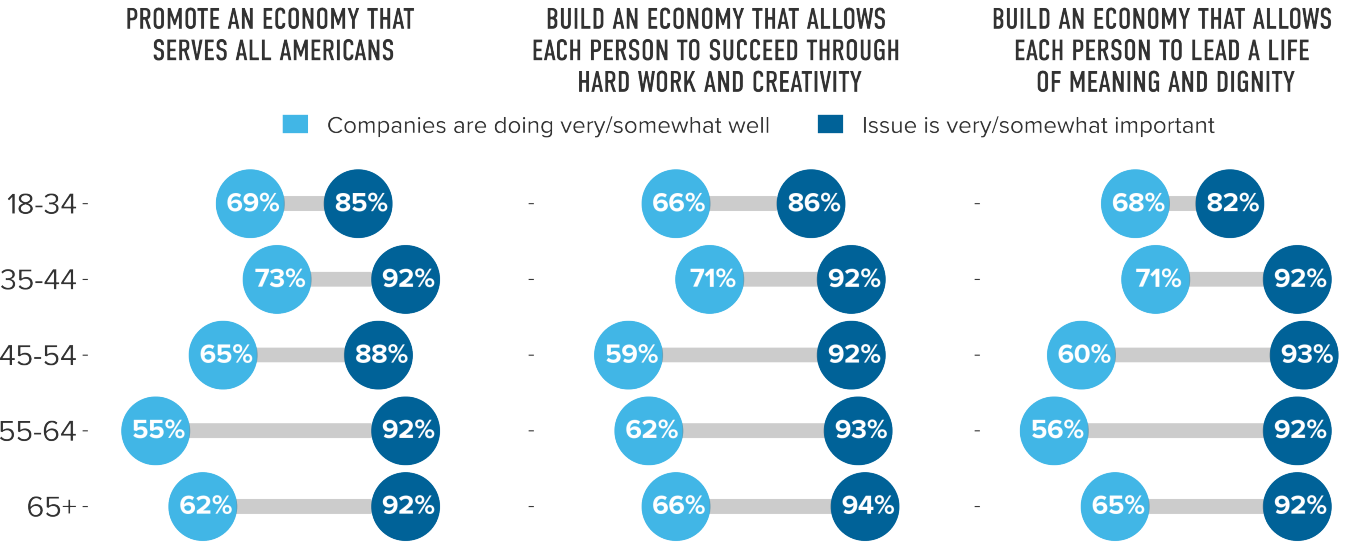
When looking at the percentages who say companies are performing very or somewhat well across various demographic subgroups, we find that, for the most part, the pattern of response is the same. There are, however, notable gaps between men and women and across age breaks. Looking at gender breaks, both men and women align on the belief that it is important for companies to promote an economy that serves all Americans, build an economy that allows each person to succeed through hard work and creativity, and build an economy that allows each person to lead a life of meaning and dignity, but women are less likely than men to say companies are doing these things well.



Source: JUST Capital/Harris Omnibus Poll Q1, Q2. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Across age groups, we find that young people (age 18-34) are least likely to say these economic values are important and are more likely than those 45 and over to say companies are doing well. Those age 35-44 are the most likely age group to say companies are doing well across these three values. The largest gaps between how well companies are doing and the importance of these values are among those age 45 and over.



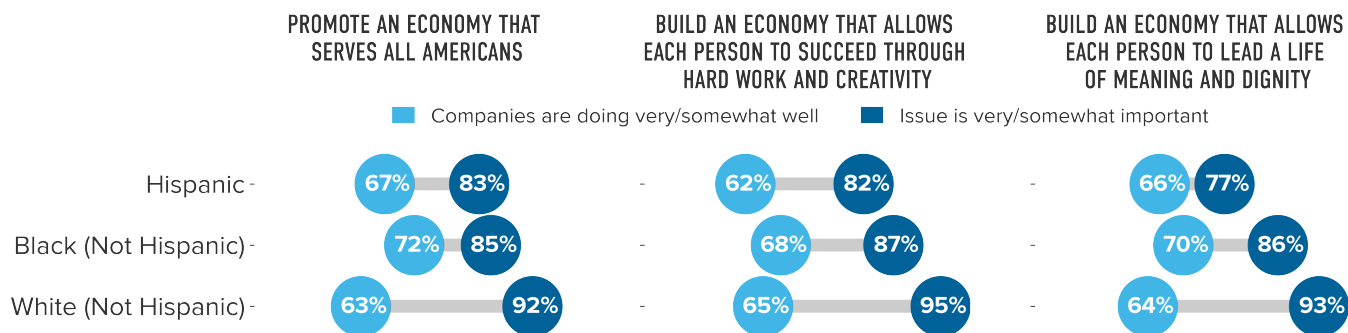
Source: JUST Capital/Harris Omnibus Poll Q1, Q2. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Race and Ethnicity

White respondents are more likely than Black or Hispanic respondents to say it's important for companies to promote an economy that serves all Americans, build an economy that allows each person to succeed through hard work and creativity, and build an economy that allows each person to lead a life of meaning and dignity. When it comes to companies doing well on these measures, there is more of a gap between importance and performance among white

respondents (a gap of 30 percentage points) than we see among Black or Hispanic respondents (a gap of roughly 20 percentage points).

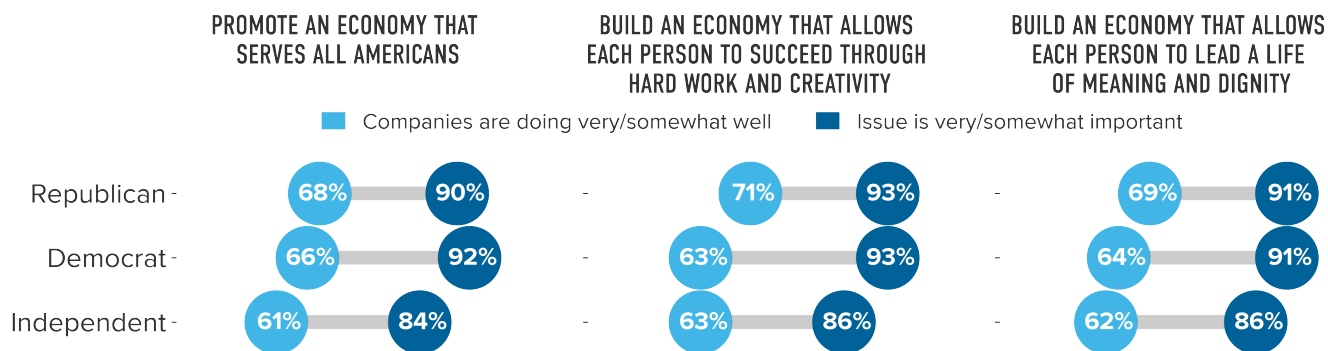


Source: JUST Capital/Harris Omnibus Poll Q1, Q2. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Party Identification

Republicans and Democrats align on the importance of these economic values, compared to Independents who are less likely to say these values are important. Independents are also less likely than Republicans and Democrats to say companies are doing well across these three economic values. Democrats diverge from Republicans on how well they think companies are doing to build an economy that allows each person to succeed through hard work and creativity (71% and 63% respectively).

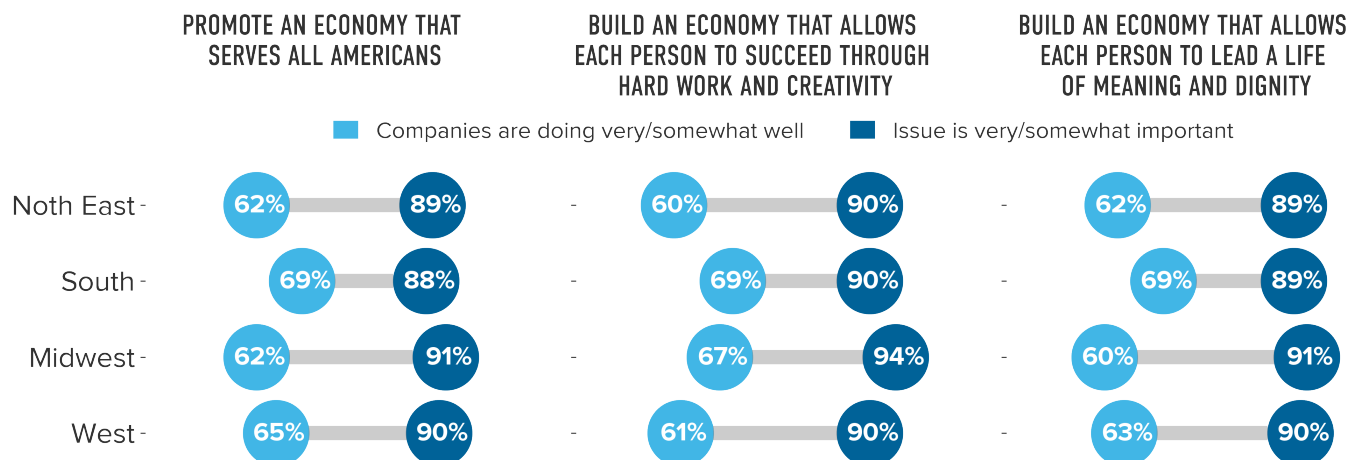


Source: JUST Capital/Harris Omnibus Poll Q1, Q2. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Census regions

Across the major census regions, there is consensus on the importance of these three economic values, but some variation between regions on how well companies are doing to achieve these values. The South is more likely than other regions to say companies are doing well.

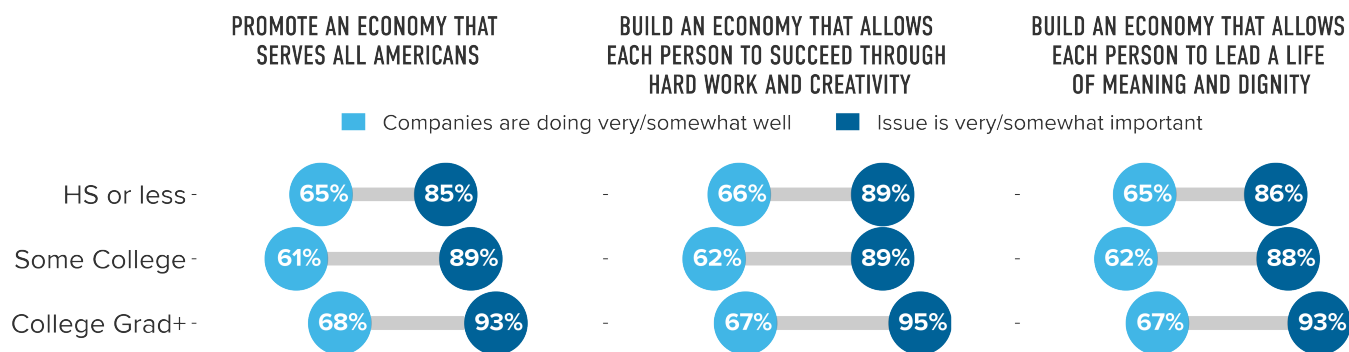


Source: JUST Capital/Harris Omnibus Poll Q1, Q2. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Education and Employment Status

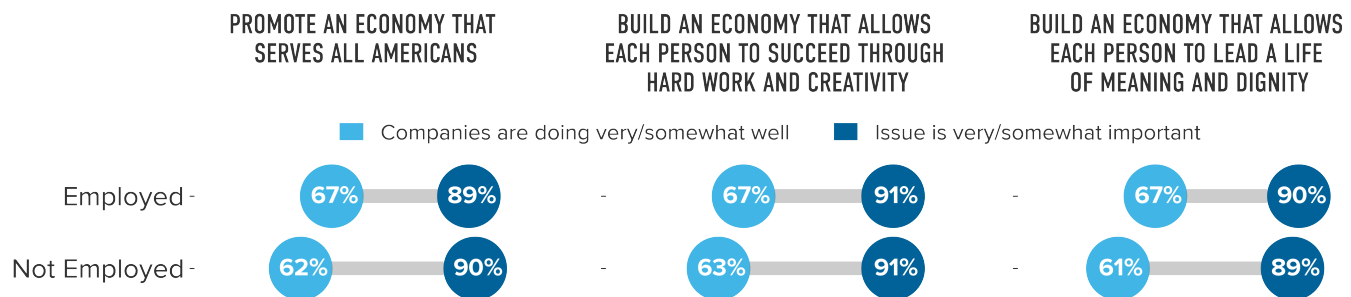
Those with a college degree or higher are more likely than those with less education to say these economic values are important and that companies are doing well. Respondents with some college education are least likely to say companies are doing well to deliver on these economic values.



Source: JUST Capital/Harris Omnibus Poll Q1, Q2. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



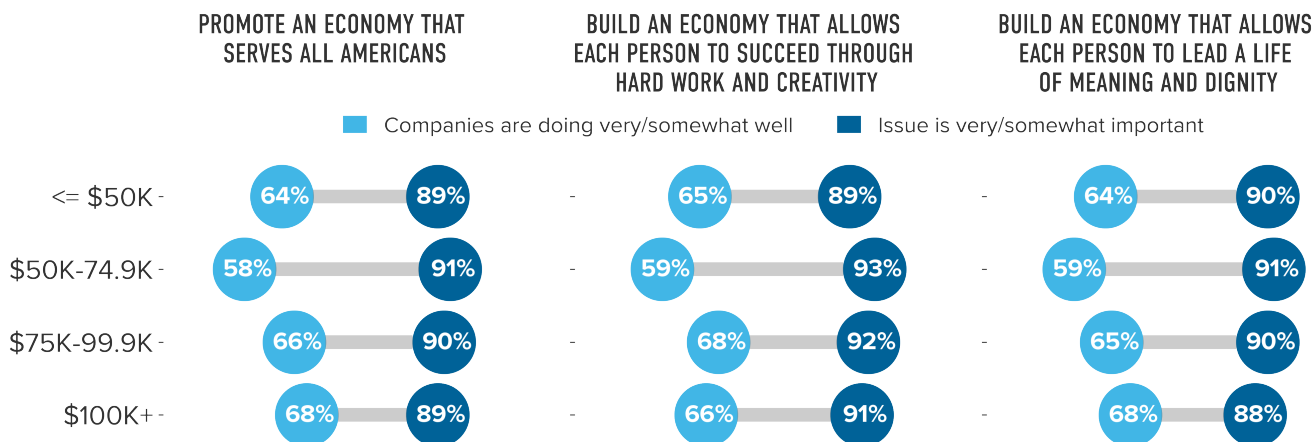
By employment status, those who are employed align with those who aren't in the belief that these economic values are important, but those that aren't employed are slightly less likely to say that companies are doing well to deliver on these values.



Source: JUST Capital/Harris Omnibus Poll Q1, Q2. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Across income groups, there is alignment on the importance of these economic values, but those earning \$100K+ are more likely to say companies are doing well to deliver on these values compared to other income groups.

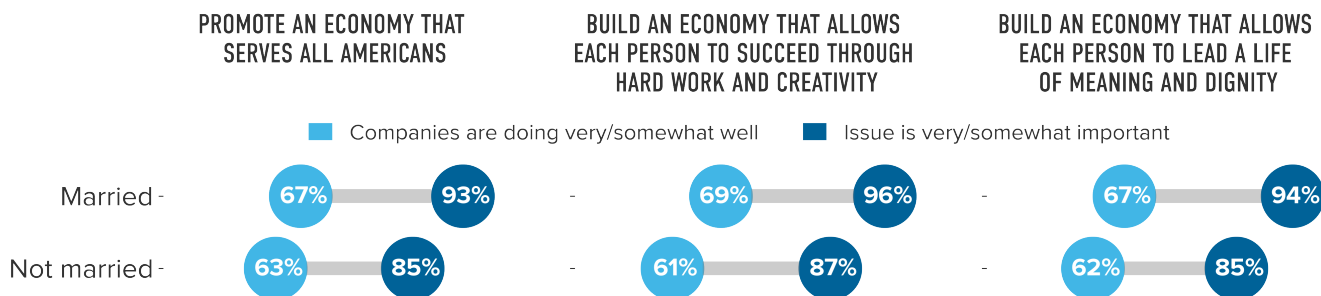


Source: JUST Capital/Harris Omnibus Poll Q1, Q2. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Marital Status and Family

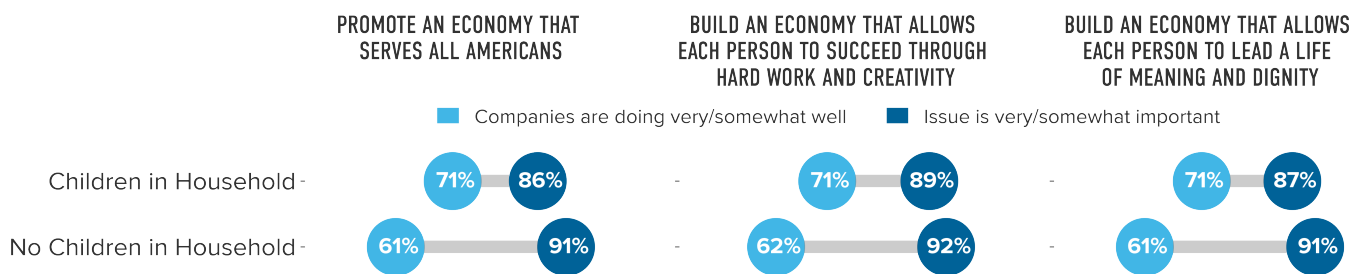
There are also key divergences by social demographics including marital status and children. People who are married are more likely than their unmarried counterparts to say it's important for companies to uphold these economic values, and are more likely to say companies are doing well to deliver on these economic values.



Source: JUST Capital/Harris Omnibus Poll Q1, Q2. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



The gap between how important these values are and how well companies are doing is smaller for those with children in their household compared to those without. Those with children in their households are less likely to say these economic values are important, and are more likely to say companies are doing well to deliver on these values compared to respondents without children in their households.



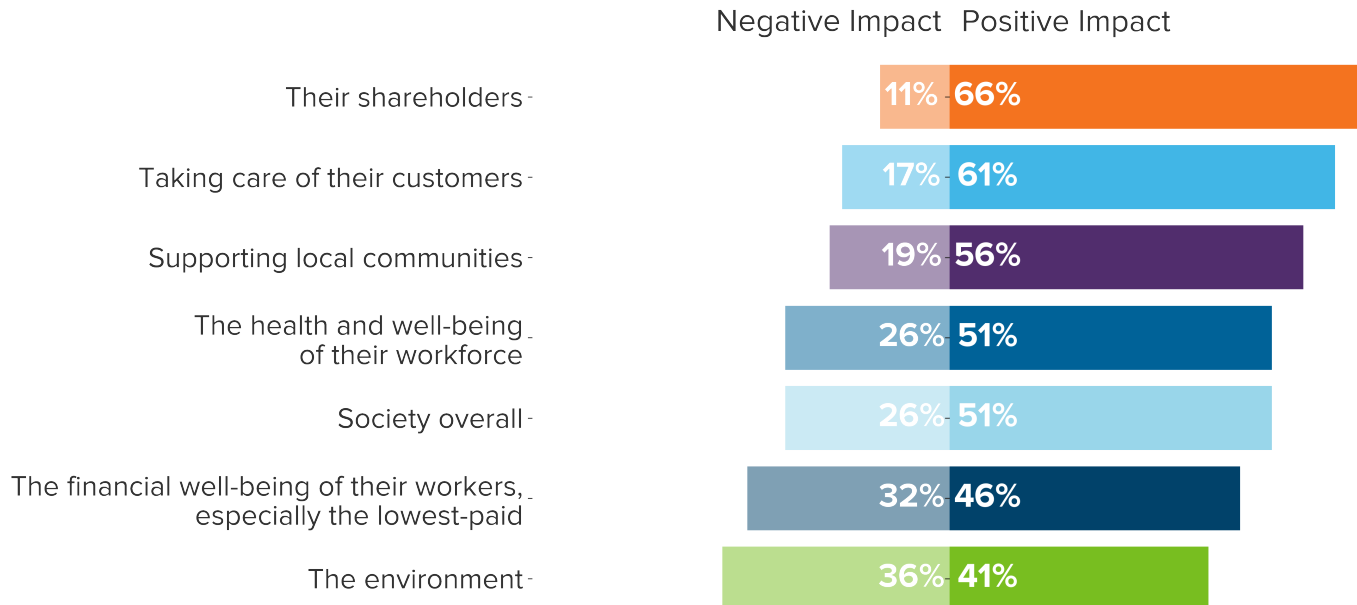
Source: JUST Capital/Harris Omnibus Poll Q1, Q2. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Prioritizing Stakeholders

Majorities or pluralities of survey respondents say companies are having a positive rather than negative impact on various stakeholders. There is fairly broad consensus that companies are having a positive impact on their shareholders (66% positive impact, 11% negative impact), while respondents are closer to split on the impact companies are having on the environment (41% positive impact, 36% negative impact).

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON EACH OF THE FOLLOWING?

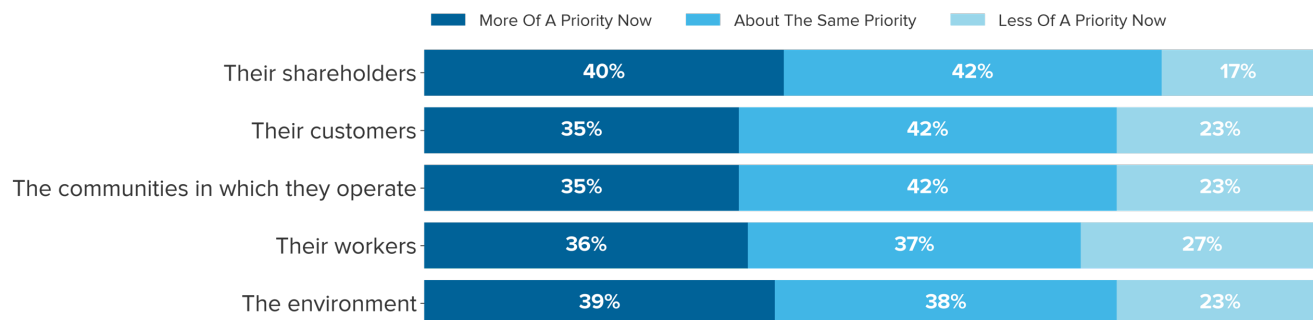


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Majorities say that companies are either prioritizing stakeholders more, or at the same level as before the Business Roundtable's 2019 announcement that the purpose of a corporation is to deliver value for all stakeholders.

OVER THE PAST TWO YEARS, DO YOU THINK LARGE U.S. COMPANIES HAVE PRIORITIZED THE NEEDS OF EACH OF THE FOLLOWING STAKEHOLDERS MORE, LESS, OR THE SAME THAN THEY DID BEFORE THE BUSINESS ROUNDTABLE'S ANNOUNCEMENT IN 2019?



Source: JUST Capital/Harris Omnibus Poll Q5. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



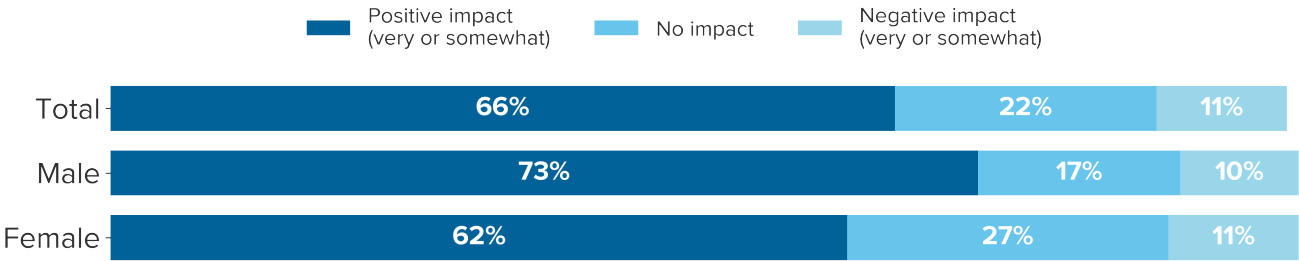
Let's look deeper at how respondents think companies are prioritizing the individual stakeholders.

Shareholders

Two in three respondents say large companies are having a positive impact on their shareholders (66%). Most say shareholders are either the same priority (42%) or more of a priority (40%) compared to two years ago.

Yet looking at gender breaks, fewer women say companies are having a positive impact on shareholders than men. Nearly three out of four men (73%) say companies are having a positive impact on shareholders compared to 62% of women.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON THEIR SHAREHOLDERS?

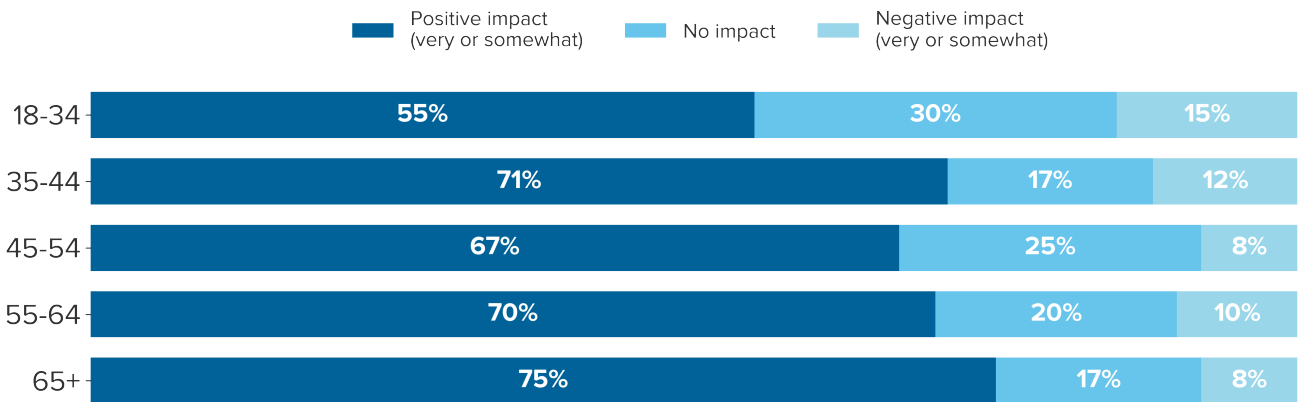


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Fewer young people (age 18-34) say companies are having a positive impact on shareholders than older age groups. Just over half of respondents age 18-34 (55%) say companies are having a positive impact on shareholders, compared to 75% of respondents over the age of 65.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON THEIR SHAREHOLDERS?

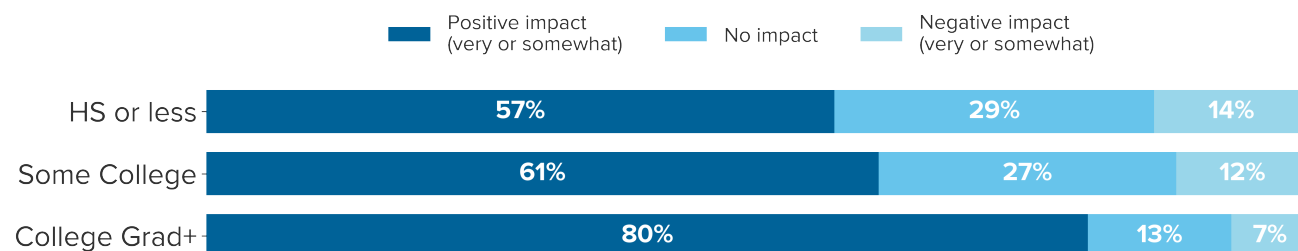


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Respondents with a college degree or higher are much more likely than those with less education to say that companies are having a positive impact on shareholders.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON THEIR SHAREHOLDERS?

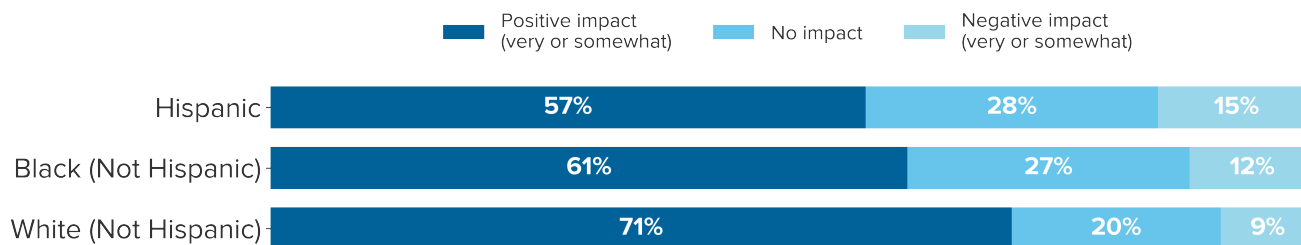


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



White respondents are more likely than Black or Hispanic respondents to say that companies are having a positive impact on shareholders.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON THEIR SHAREHOLDERS?

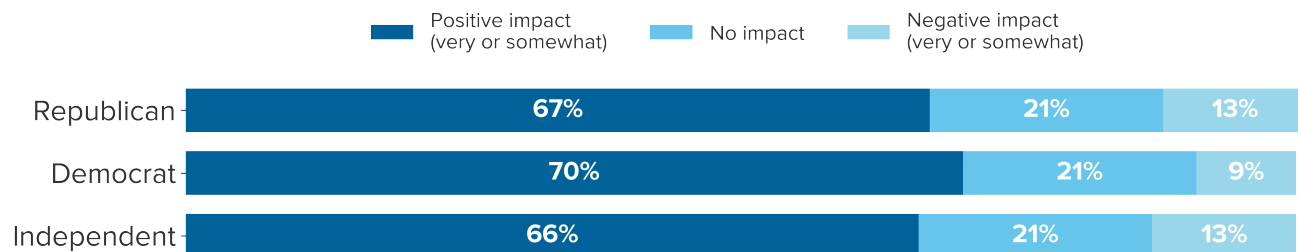


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Republicans, Democrats, and Independents are largely aligned on the belief that companies are having a positive impact on shareholders.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON THEIR SHAREHOLDERS?



Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.

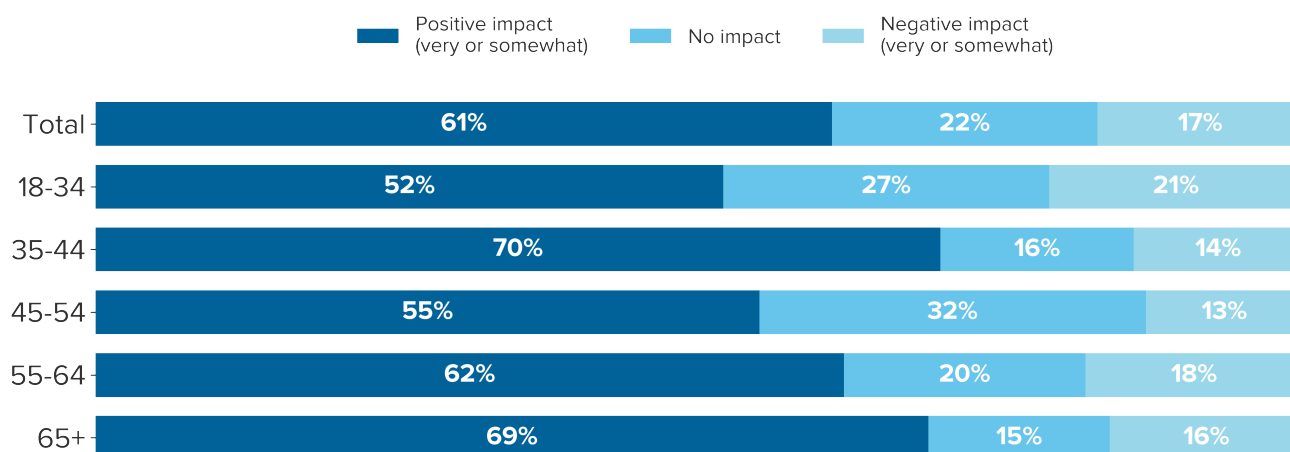


Customers

Similar to shareholders, a majority of respondents (61%) say companies are having a positive impact on their customers (compared to 17% who say negative impact), and a plurality (42%) say customers are the same priority compared to two years ago (35% say more of a priority, 23% say less of a priority).

Younger people age 18-34 are less likely to say companies are having a positive impact on customers (52%) especially compared to those 65 and over (69%).

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON TAKING CARE OF THEIR CUSTOMERS?

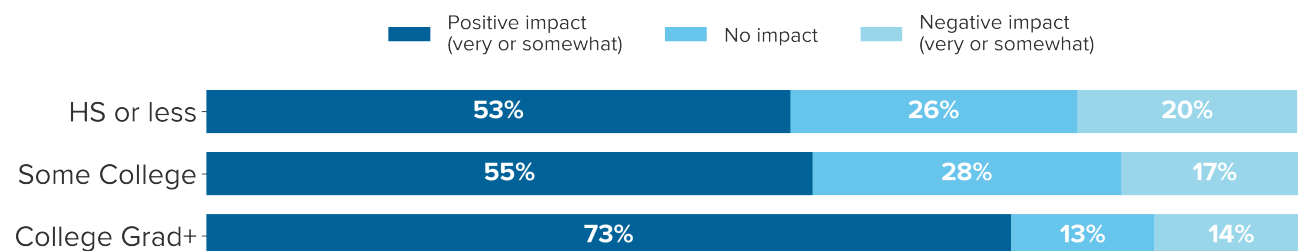


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Respondents with a college degree or higher are much more likely than those with less education to say that companies are having a positive impact on customers.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON TAKING CARE OF THEIR CUSTOMERS?

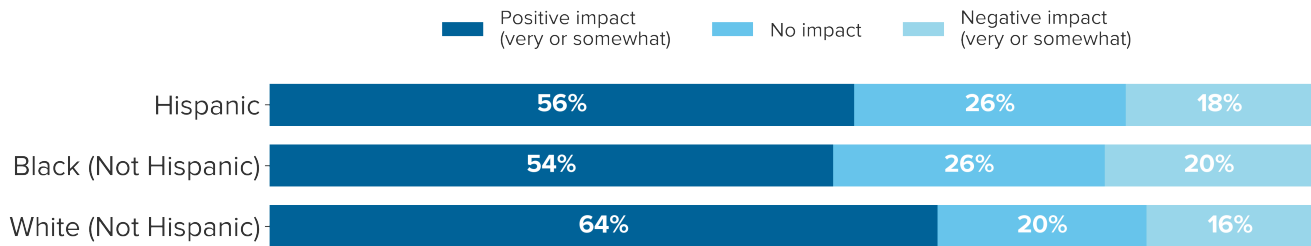


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



White respondents are more likely than Black or Hispanic respondents to say that companies are having a positive impact on customers.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON TAKING CARE OF THEIR CUSTOMERS?

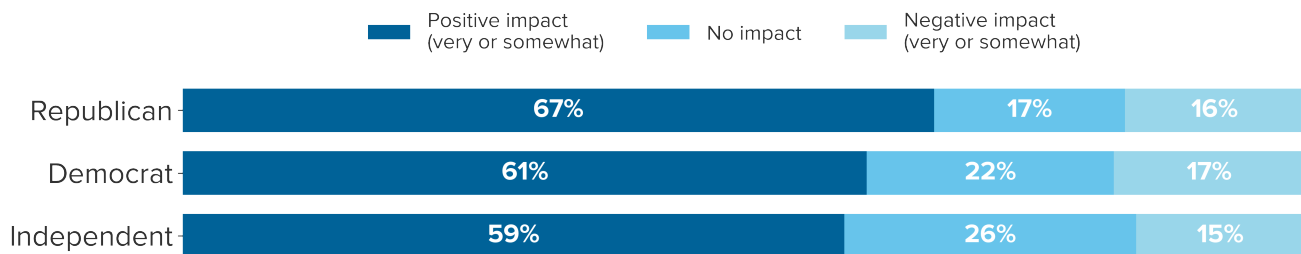


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Republicans are slightly more likely than Democrats and Independents to say that companies are having a positive impact on customers.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON TAKING CARE OF THEIR CUSTOMERS?



Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.

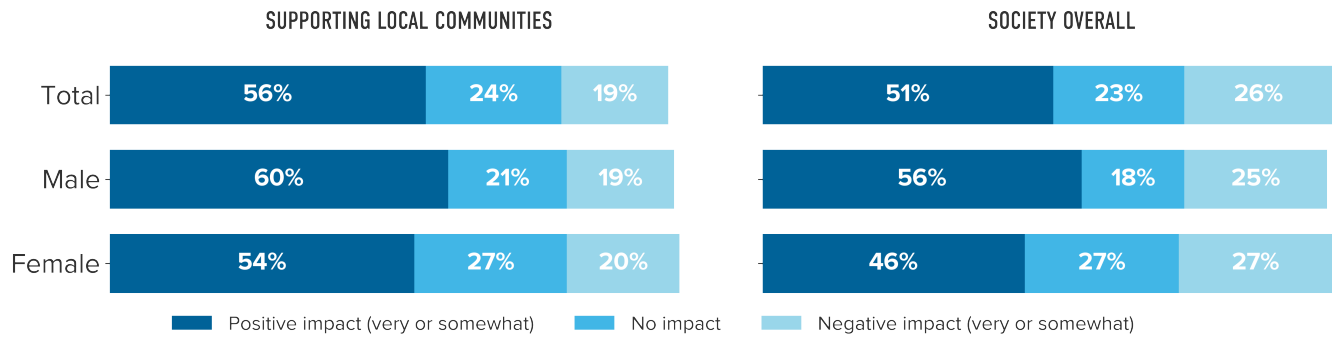


Communities

A majority of respondents say companies are having a positive impact on communities (56%) while just one in four say companies are having a negative impact (19%). Around half believe companies are having a positive impact on society overall (51%) compared to one in four who say companies are having a negative impact (26%). A plurality believe companies are prioritizing communities the same now compared to two years ago (42%); 35% believe communities are more of a priority now; and 23% say communities are less of a priority now.

Men are slightly more likely than women to say companies are having a positive impact on communities and on society overall.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON...

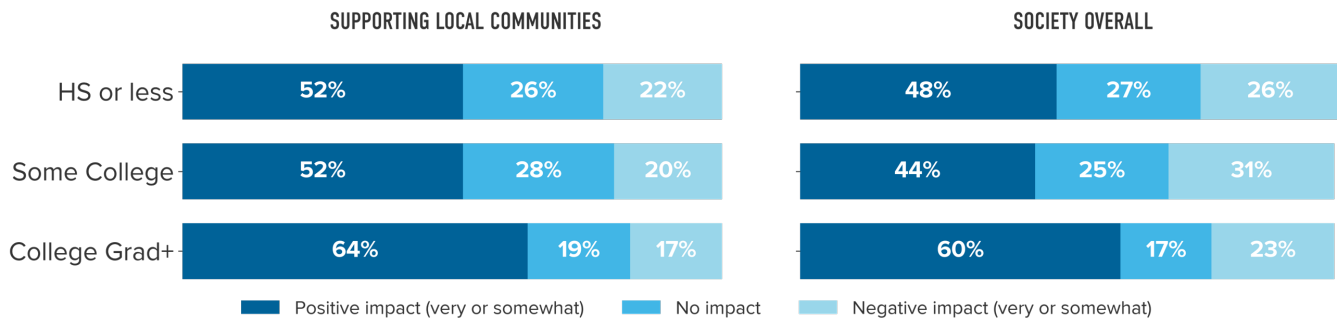


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Respondents with a college degree or higher are much more likely than those with less education to say that companies are having a positive impact on communities and society overall.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON...

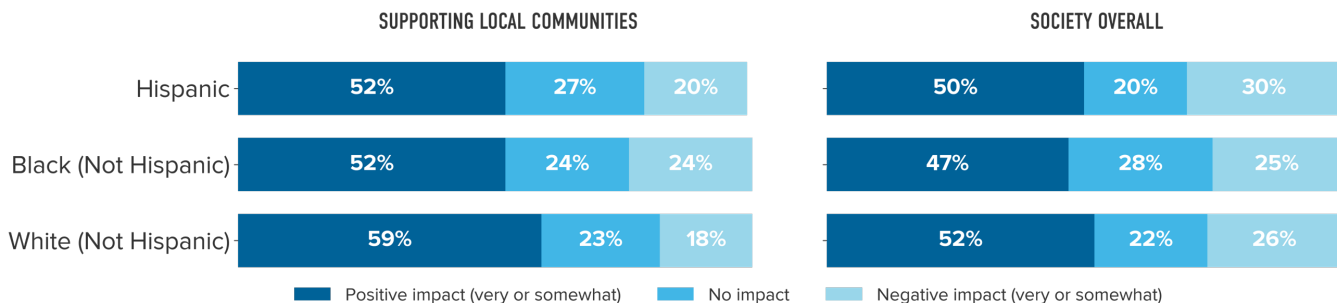


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



White respondents are slightly more likely than Black or Hispanic respondents to say that companies are having a positive impact on communities and society overall.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON...

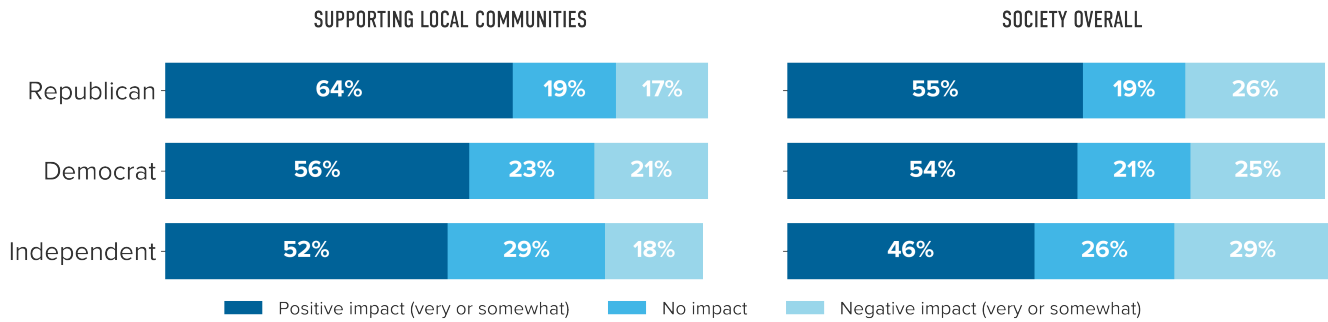


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Republicans are more likely than Democrats or Independents to say that companies are having a positive impact on communities. Republicans and Democrats are more likely than Independents to say companies are having a positive impact on society overall.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON...



Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.

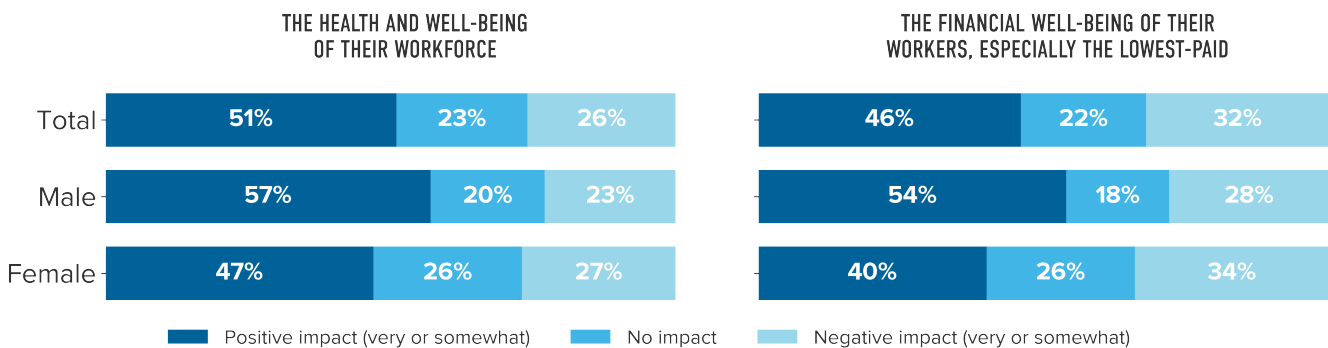


Workers

Respondents are twice as likely to say companies are having a positive impact (51%) than a negative impact (26%) on the health and safety of their workers. A plurality (46%) say companies are having a positive impact on the financial well-being of their lowest-paid workers, and 32% say they are having a negative impact. Most believe companies are either making their workers a higher priority compared to two years ago (36%) or that workers are about the same priority compared to two years ago (37%); 27% say workers are less of a priority for companies now compared to two years ago.

Men are more likely than women to say companies are having a positive impact on the health and well-being of their workers (57% to 47%). Men are also more likely to say companies are having a positive impact on the financial well-being of their lowest-paid workers (54%) compared to women (40%). Women are more likely to say companies are having a negative impact on the financial well-being of their lowest-paid workers (34%) compared to men (28%).

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON...

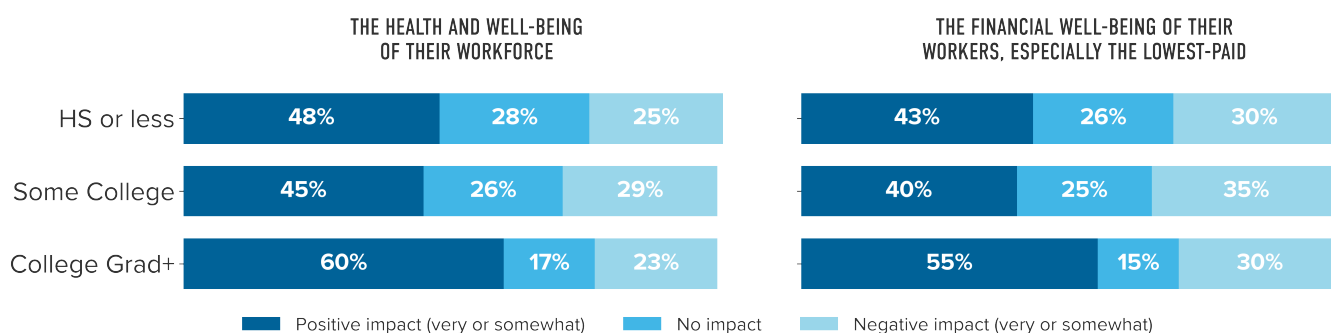


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Respondents with a college degree or higher are much more likely than those with less education to say that companies are having a positive impact on the health and well-being of their workers, and to say that companies are having a positive impact on the financial well-being of their lowest-paid workers.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON...

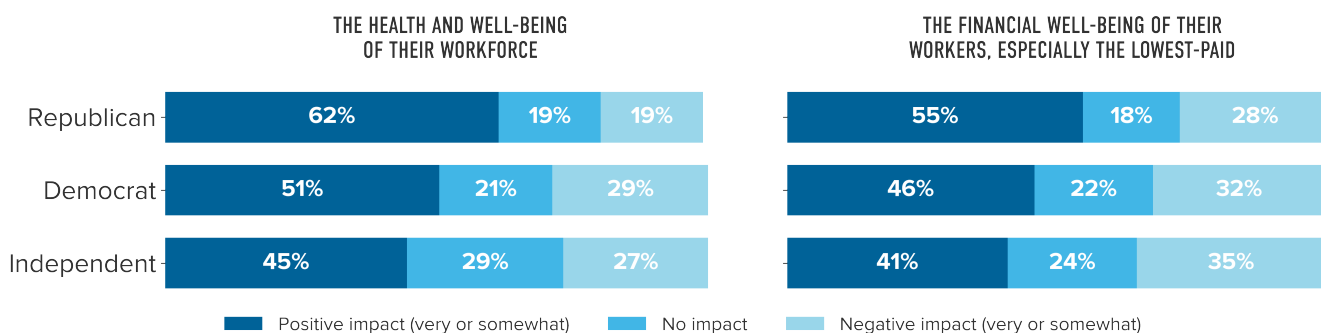


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.



Republicans are much more likely than Democrats or Independents to say that companies are having a positive impact on the health and well-being of their workers, and the financial wellbeing of their lowest-paid workers. Democrats and Independents are more likely to say companies are having a negative impact on their workers.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON...



Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.

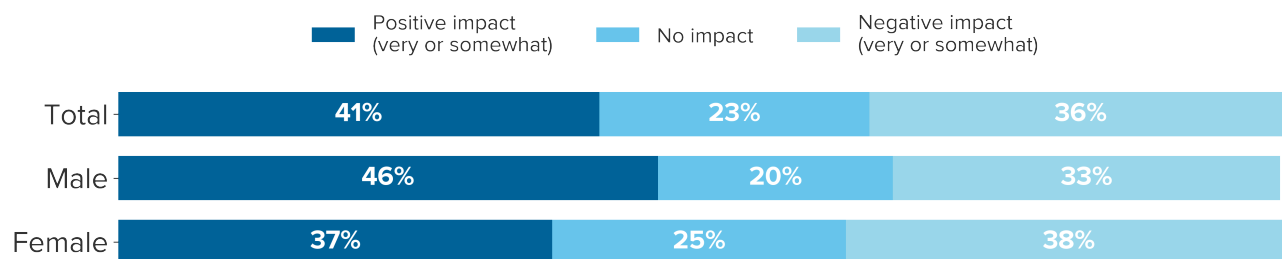


The Environment

Respondents are closer to split on the impact large companies have on the environment, with a plurality (41%) saying positive, 36% saying negative, and 23% saying no impact. Around four in ten (39%) say the environment is more of a priority for companies now compared to two years ago; 38% say it's about the same priority; and 23% say it's less of a priority now.

Men are more likely to say companies are having a positive impact on the environment (46%) than negative (33%), whereas women are split (37% positive, 38% negative).

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON THE ENVIRONMENT?

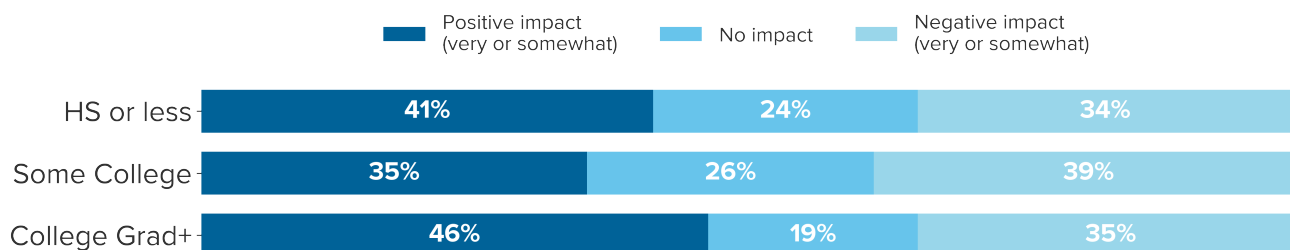


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021.
See topline questionnaire in appendix for question wording.



Respondents with a college degree or higher are much more likely than those with less education to say that companies are having a positive impact on the environment.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON THE ENVIRONMENT?

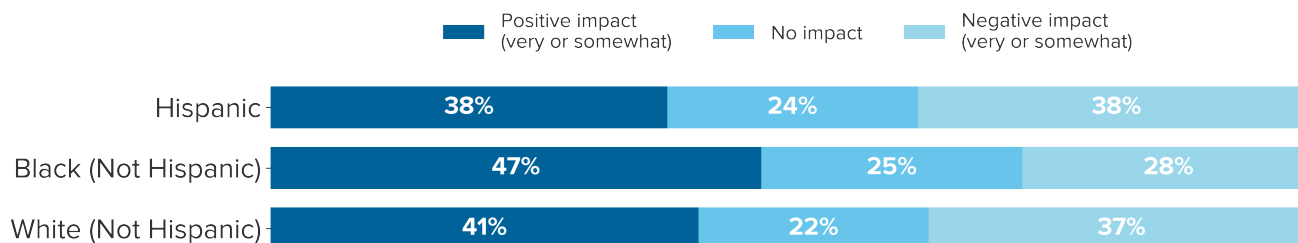


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021.
See topline questionnaire in appendix for question wording.



Almost half of Black respondents (47%) say companies are having a positive impact on the environment, compared to 38% of Hispanic respondents and 41% of white respondents.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON THE ENVIRONMENT?

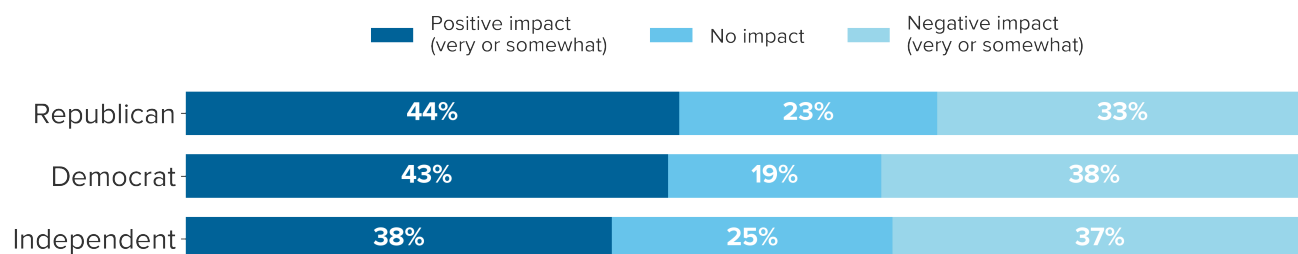


Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021.
See topline questionnaire in appendix for question wording.



Independents are the least likely group by party identification to say that companies are having a positive impact on the environment. Democrats are more likely than Republicans to say companies are having a negative impact on the environment.

OVERALL, WHAT KIND OF IMPACT DO YOU THINK LARGE COMPANIES ARE HAVING ON THE ENVIRONMENT?



Source: JUST Capital/Harris Omnibus Poll Q4. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.

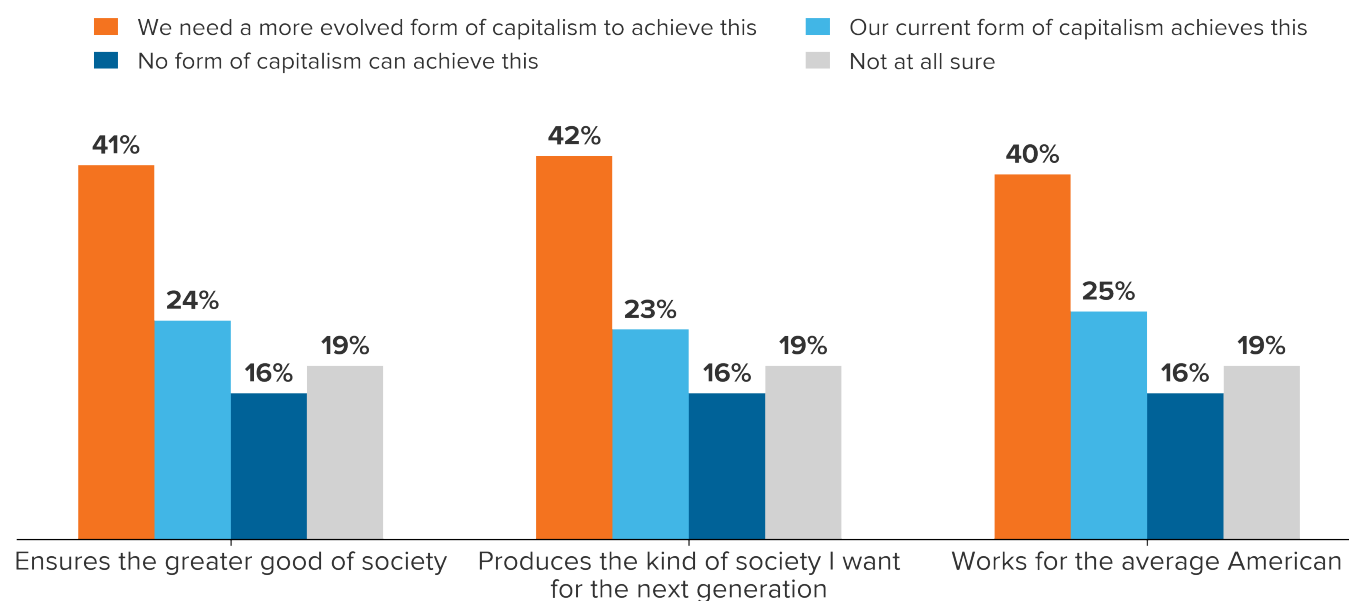


Views on Capitalism Today

Finally, we asked respondents about their views on capitalism – particularly, whether capitalism in its current form is working for most Americans. The upshot: respondents continue to be optimistic on capitalism as an economic system, however pluralities say (with agreement across most demographics) that we need a more evolved form of capitalism to:

- Ensure the greater good of society (41%).
- Produce the kind of society I want for the next generation (42%).
- Works for the average American (40%).

WHICH COMES CLOSEST TO YOUR VIEWS ON AMERICAN CAPITALISM



Source: JUST Capital/Harris Omnibus Poll Q3. Sample: 2,099 US adults. Dates: July 29-August 2, 2021. See topline questionnaire in appendix for question wording.

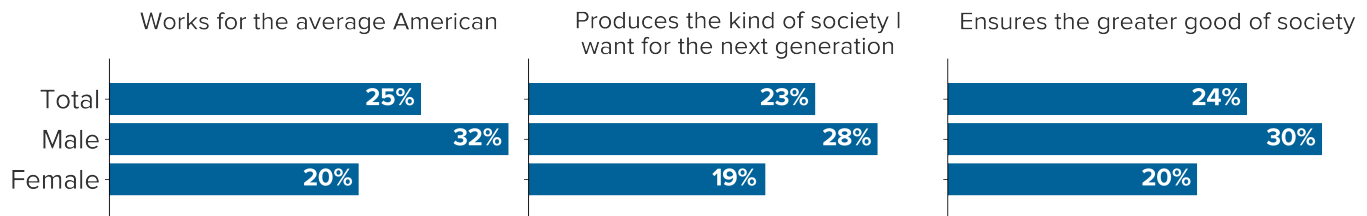


Roughly one in four respondents believes our current form of capitalism already achieves these things, with significant gaps between demographic subgroups, particularly gender, educational attainment, race and ethnicity, and political party identification.

Men are more likely than women to say our current form of capitalism works for the average American (32% of men, 20% of women), produces the kind of society they want for the next generation (28% of men, 19% of women), and ensures the greater good of society (30% of men, 20% of women).

WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR VIEWS ON CAPITALISM? AMERICAN CAPITALISM...

% Saying Our Current Form Of Capitalism Achieves This



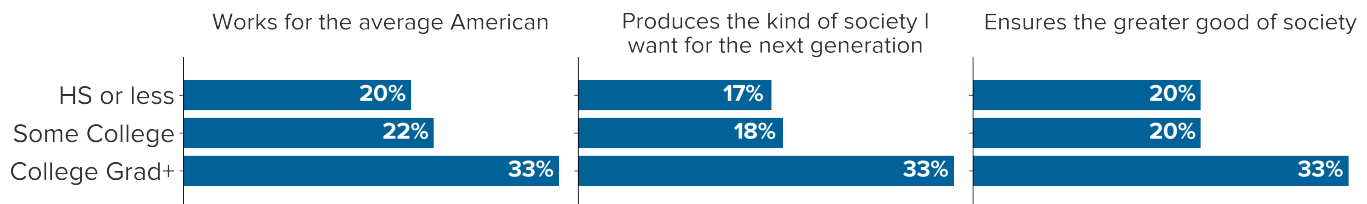
Source: JUST Capital/Harris Omnibus Poll Q3. Sample: 2,099 US adults. Dates: July 29-August 2, 2021.
See topline questionnaire in appendix for question wording.



Respondents with a college degree are more likely than those with less education to say our current form of capitalism can achieve these goals.

WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR VIEWS ON CAPITALISM? AMERICAN CAPITALISM...

% Saying Our Current Form Of Capitalism Achieves This



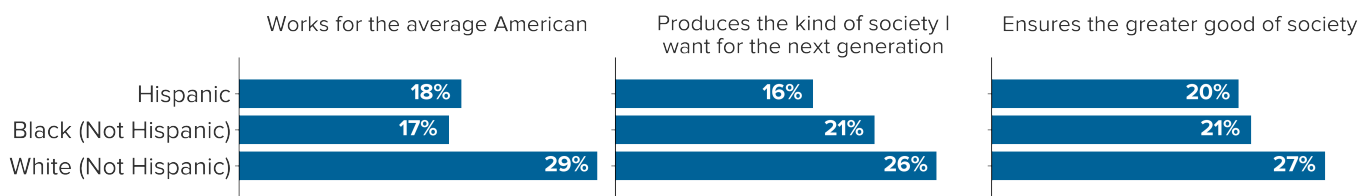
Source: JUST Capital/Harris Omnibus Poll Q3. Sample: 2,099 US adults. Dates: July 29-August 2, 2021.
See topline questionnaire in appendix for question wording.



White respondents are more likely than Black or Hispanic respondents to say our current form of capitalism can achieve these goals.

WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR VIEWS ON CAPITALISM? AMERICAN CAPITALISM...

% Saying Our Current Form Of Capitalism Achieves This



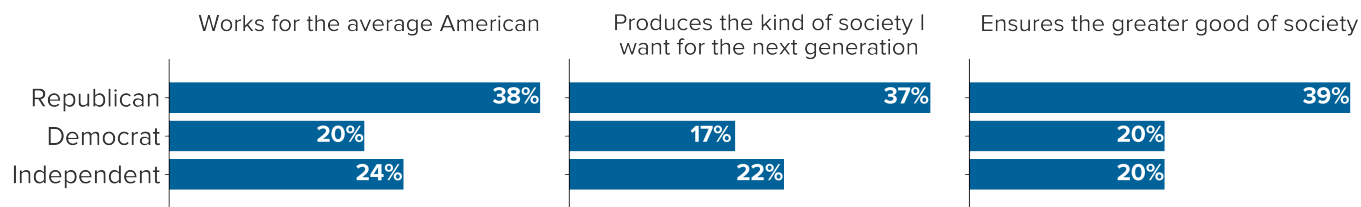
Source: JUST Capital/Harris Omnibus Poll Q3. Sample: 2,099 US adults. Dates: July 29-August 2, 2021.
See topline questionnaire in appendix for question wording.



Republicans are more likely than Democrats and Independents to say our current form of capitalism can achieve these goals.

WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR VIEWS ON CAPITALISM? AMERICAN CAPITALISM...

% Saying Our Current Form Of Capitalism Achieves This



Source: JUST Capital/Harris Omnibus Poll Q3. Sample: 2,099 US adults. Dates: July 29-August 2, 2021.
See topline questionnaire in appendix for question wording.



In the two years since the Business Roundtable redefined the purpose of a corporation, our collection of survey research has shown Americans have asked the U.S's largest companies to show up for their stakeholders like never before. Based on our findings from this latest poll, we see that the American public generally perceives the actions of corporate America as being positive – but when it comes down to brass tacks, there is much more to be done to support specific stakeholders, principally the environment and our nation's lowest paid workers. As we move forward through these uncertain times, we will be continuing to track Americans' views on business to better understand how and whether companies are truly measuring up to their new corporate purpose – to create an economy that works for all.

Please explore more details on these findings in the topline questionnaire in the appendix and the subgroup cross-tables [here](#).

Appendix

Questionnaire and Data Tables

You can find the crosstabulation tables with subgroup results [here](#).

BASE: ALL QUALIFIED RESPONDENTS

Q1. In your opinion, how important is it for large companies to do each of the following?

Build an economy that allows each person to succeed through hard work and creativity

	Total
Total (Unweighted)	N= 2099
Important (Net)	91%
Not important (Net)	9%
Very important	58%
Somewhat important	33%
Not very important	6%
Not important at all	3%

Build an economy that allows each person to lead a life of meaning and dignity

	Total
Total (Unweighted)	N= 2099
Important (Net)	89%
Not important (Net)	11%
Very important	56%
Somewhat important	33%
Not very important	7%
Not important at all	3%

Promote an economy that serves all Americans

	Total
Total (Unweighted)	N= 2099
Important (Net)	89%
Not important (Net)	11%
Very important	56%
Somewhat important	33%
Not very important	7%
Not important at all	4%

BASE: ALL QUALIFIED RESPONDENTS

Q2: And how well do you think today's large companies are doing on each of the following?

Promoting an economy that serves all Americans

	Total
Total (Unweighted)	N= 2099
Well (Net)	65%
Not well (Net)	35%
Very well	26%
Somewhat well	40%
Not very well	26%
Not well at all	9%

Building an economy that allows each person to succeed through hard work and creativity

	Total
Total (Unweighted)	N= 2099
Well (Net)	65%
Not well (Net)	35%
Very well	26%
Somewhat well	39%
Not very well	26%
Not well at all	9%

Building an economy that allows each person to lead a life of meaning and dignity

	Total
Total (Unweighted)	N= 2099
Well (Net)	65%
Not well (Net)	35%
Very well	25%
Somewhat well	40%
Not very well	26%
Not well at all	9%

BASE: ALL QUALIFIED RESPONDENTS

Q3: Which of the following comes closest to your views on capitalism? American capitalism...

Ensures the greater good of society

	Total
Total (Unweighted)	N= 2099
Our current form of capitalism achieves this	24%
We need a more evolved form of capitalism to achieve this	41%
No form of capitalism can achieve this	16%
Not at all sure	19%

Produces the kind of society I want for the next generation

	Total
Total (Unweighted)	N= 2099
Our current form of capitalism achieves this	23%
We need a more evolved form of capitalism to achieve this	42%
No form of capitalism can achieve this	16%
Not at all sure	19%

Works for the average American

	Total
Total (Unweighted)	N= 2099
Our current form of capitalism achieves this	25%
We need a more evolved form of capitalism to achieve this	40%
No form of capitalism can achieve this	16%
Not at all sure	19%

BASE: ALL QUALIFIED RESPONDENTS

Q4: Overall, what kind of impact do you think large companies are having on each of the following?

Positive Impact Net SUMMARY TABLE	Total
Total (Unweighted)	N= 2099
Their shareholders	68%
Taking care of their customers	61%
Supporting local communities	56%
The health and well-being of their workforce	51%
Society overall	51%

The financial well-being of their workers, especially the lowest paid	46%
The environment	41%

Negative Impact Net SUMMARY TABLE	Total
Total (Unweighted)	N= 2099
Their shareholders	11%
Taking care of their customers	17%
Supporting local communities	19%
The health and well-being of their workforce	26%
Society overall	26%
The financial well-being of their workers, especially the lowest paid	32%
The environment	36%

No Impact Net SUMMARY TABLE	Total
Total (Unweighted)	N= 2099
Their shareholders	22%
Taking care of their customers	22%
Supporting local communities	24%
The health and well-being of their workforce	23%
Society overall	23%
The financial well-being of their workers, especially the lowest paid	22%
The environment	23%

BASE: ALL QUALIFIED RESPONDENTS

Q5: In August 2019, the Business Roundtable -- an association of the CEOs of nearly 200 of America's largest and most influential companies -- released a new Statement on the Purpose of a Corporation. After more than 40 years of endorsing a governance model of shareholder primacy, the organization committed to focus on delivering value to all its stakeholders, "for the future success of our companies, our communities and our country."

Over the past two years, do you think large U.S. companies have prioritized the needs of each of the following stakeholders more, less or the same than they did before the Business Roundtable's announcement in 2019?

More of a priority now SUMMARY TABLE	Total
Total (Unweighted)	N= 2099
Their shareholders	40%
Their workers	36%

The communities in which they operate	35%
Their customers	35%
The environment	39%

Less of a priority now SUMMARY TABLE	Total
Total (Unweighted)	N= 2099
Their shareholders	17%
Their workers	27%
The communities in which they operate	23%
Their customers	23%
The environment	23%

About the same priority SUMMARY TABLE	Total
Total (Unweighted)	N= 2099
Their shareholders	42%
Their workers	37%
The communities in which they operate	42%
Their customers	42%
The environment	38%

ABOUT JUST CAPITAL

JUST Capital, an independent, nonprofit organization, makes it easier for people, companies, and markets to do the right thing by tracking the business behaviors Americans care about most. Our research, rankings, indexes, and data-driven tools help people make more informed decisions about where to invest, work, and buy to direct capital towards companies advancing a more just future. America's Most JUST Companies, including the groundbreaking JUST 100, is published annually in Forbes and on JUSTCapital.com.

JUST Capital was co-founded in 2013 by a group of concerned people from the world of business, finance, and civil society – including Paul Tudor Jones II, Deepak Chopra, Rinaldo Brutoco, Arianna Huffington, Paul Scialla, and others. Our mission is to build a more just marketplace that better reflects the true priorities of the American people. We believe that business, and capitalism, can and must be a positive force for change. We believe that if they have the right information, people will buy from, invest in, work for, and otherwise support companies that align with their values. And we believe that business leaders are searching to win back the trust of the public in ways that go beyond money. By shifting the immense resources and ingenuity of the \$15 trillion private sector onto a more balanced – and more just – course, we can help build a better future for everyone.

ABOUT THE AUTHORS

JILL MIZELL (jmizell@justcapital.com) is the Director of Survey Research at JUST Capital. In prior roles, Jill worked at Abt Associates, the Center for Reproductive Rights, and The Opportunity Agenda, where she played a leading role in designing and implementing qualitative and quantitative opinion and messaging research projects for policy evaluation, movement-building, narrative development, and strategic communications. Jill taught Quantitative Research Methods as an Adjunct Instructor at Hunter College, City University of New York, in the Graduate Social Research Program. She holds an M.S. in Statistics from Baruch College CUNY, an M.S. in Applied Social Research from Hunter College CUNY, and a B.S. in Finance from Indiana University's Kelley School of Business.

CONNECT WITH US

www.justcapital.com
contactus@justcapital.com
[@justcapital_](https://www.instagram.com/justcapital_)
(646) 854-2141

JUST Capital
44 East 30th Street, 11th Floor
New York, NY 1001